

**TITLE:** "BLAIR OF THE MOUNTIES"

<u>Type:</u> Unit	<u>Classification:</u> Adventure Mystery
<u>Length per Episode:</u>	Total Period, 15 minutes; Action, Average 12½ min.
<u>Number of Episodes:</u>	Now Recorded, 39; Contemplated Total, 39; Minimum Contract, 26
<u>Recommended for:</u> Men's and Boys' products generally	

28 eps and 11

AUTHOR: Col. Rhys DaviesDIRECTOR: G. Donald GreyPRODUCED BY: Audisk CorporationRECORDED BY: Audisk CorporationCAST: Col. Rhys Davies, G. Donald Grey, Jack Abbott, and others.

SYNOPSIS OF SERIES: Few groups of men in the world are as much respected and often envied as that world-famous organization, the Canadian Northwest Mounted Police, whose activities are best summed up in the well-known axiom: "They always get their man!"

From a lifetime of exciting and thrilling adventures on a wide variety of fronts with the Mounties and similar groups, Colonel Rhys Davies, famous soldier, adventurer and writer, has selected just a few personal highlights and through this fascinating series makes them happen all over again for radio audiences. Each fast-moving episode is a complete story and the list covers the period from the Yukon Gold Rush of '98 to the Great War - ranging from the fur-stealing and mining mysteries in Alaska to yarns of the espionage service in Canada and France during the War. Experiences and mysteries that took years to work themselves out are telescoped into a few minutes for your entertainment. The atmosphere and detail of each are colorfully and faithfully drawn. Among the yarns told are: "The Trap" - Blair solves the mystery of the death of his old friend Pete McAndrew; "Murder at Hackett's Landing" (sequel to "The Trap") - the capture of Smiling Bill Keefer, fur robber and murderer; "Murder in Long Coulee" - a fur robbery on the Edmonton trail during the days of the Hudson's Bay Company; "Baldy Smithers" - a mining mystery staged in Dawson City during the Gold Rush; "The Phantom Sniper" - a story of robbery and murder on the Yukon Trail; "The Cedar Lake Mystery" - Blair foils the attempted murder of a New York doctor on a hunting trip in the Northwest; "Fire Valley" - the story of a mysterious warm valley in the heart of the Canadian Arctic; "The Death Tube" - Blair in a duel of wits with Scotland Yard; "The Naked Truth" - Gangsters from the U. S. try to pull a job in Canada; "The Train Wreckers" - the outbreak of the World War and troop movements in Canada. German spies on the CPR, with Blair preventing the wrecking of troop trains.

Guaranteed to lift listeners out of the humdrum round of their daily existences.

PRIMARY APPEAL: To men and boys.MUSIC INFORMATION ON SERIES: All music used is in public domain.

MERCHANDISING SUGGESTIONS ON SERIES: Offer picture of Col. Rhys Davies (author and star of series) to all who visit specified department of store and ask for it. Offer Mounties type whistle for 10¢ cash, or evidence of \$1.00 purchases or paper mounties uniform or booklet "Little Known Facts about the Mounties" for 25¢ cash or evidence of \$2.50 or \$5.00 purchases.

Promote civilian fingerprint registration (the national fad right now) in cooperation with police and public safety departments of the city and state (they will gladly furnish blanks). All registration to take place at sponsor's place of business. To maintain general interest, publish frequently the fingerprints of some local "good" citizen in local newspapers, with modest merchandise credit prizes for those whose fingerprints most closely resemble those published.

Organize (Sponsor's) Junior Mounties Club - object, promotion of better citizenship, respect for law, public safety, general community betterment. All membership badges, certificates, and degrees of club standing to be based on evidence of product purchase, insofar as practical. If possible, hold club meetings at sponsor's place of business. This club can help greatly in making fingerprint registration successful through school and family connections.

LOCAL TIE-INS: With police and public safety departments as outlined above; with schools and welfare agencies promoting good citizenship; with all civic social and similar bodies for support in fight against crime and promotion of public safety, welfare, etc; with bookstores, libraries, etc. for special book and picture displays covering activities of the Mounties, with appropriate cards giving program plugs.

PREVIOUS RADIO HISTORY: A partial list of stations over which this series has been presented includes: KGU, Honolulu, WCKY Cincinnati, WJJD Chicago, 2GB Sidney, Australia, KPCC Seattle, KROW Oakland, Calif., CKCK Regina, Saskatchewan.

PRICE PER EPISODE:

TERMS: C.O.D.